

SERFF Tracking Number: GEFA-125754670 State: Arkansas
 Filing Company: Genworth Life and Annuity Insurance Company State Tracking Number: 39798
 Company Tracking Number: 46397 GLAIC
 TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
 Standard Plans
 Product Name: Medicare Supplement
 Project Name/Number: /

Filing at a Glance

Company: Genworth Life and Annuity Insurance Company
 Product Name: Medicare Supplement SERFF Tr Num: GEFA-125754670 State: ArkansasLH
 TOI: MS051 Individual Medicare Supplement - SERFF Status: Closed State Tr Num: 39798
 Standard Plans
 Sub-TOI: MS051.001 Plan A Co Tr Num: 46397 GLAIC State Status: Filed-Closed
 Filing Type: Advertisement Co Status: Reviewer(s): Stephanie Fowler
 Authors: Cindy Petty, Mary Ann Pyle Disposition Date: 08/13/2008
 Date Submitted: 07/31/2008 Disposition Status: Filed-Closed
 Implementation Date Requested: On Approval Implementation Date:
 State Filing Description:

General Information

Project Name: Status of Filing in Domicile: Not Filed
 Project Number: Date Approved in Domicile:
 Requested Filing Mode: Review & Approval Domicile Status Comments:
 Explanation for Combination/Other: Market Type: Individual
 Submission Type: New Submission Group Market Size:
 Overall Rate Impact: Group Market Type:
 Filing Status Changed: 08/13/2008
 State Status Changed: 08/13/2008 Deemer Date:
 Corresponding Filing Tracking Number:
 Filing Description:
 Enclosed please find proof copies of Medicare supplement advertising materials. These advertising pieces will be used as an Invitation to Inquire by individual agents of Genworth Life and Annuity Insurance Company. These advertising pieces will be sent to those individuals eligible for Medicare.

To the best of my knowledge and belief, these forms are in compliance with the statutes and regulations of Arkansas

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and do not contain anything that has previously been objected to or disapproved by your Department.

If you have any questions or concerns regarding this filing, please feel free to contact me.

Company and Contact

Filing Contact Information

Mary Ann Pyle, Compliance Analyst mary.pyle@genworth.com
101 Continental Way (615) 370-9044 [Phone]
Brentwood, TN 37207 (615) 373-0272[FAX]

Filing Company Information

Genworth Life and Annuity Insurance Company CoCode: 65536 State of Domicile: Virginia
6620 W Broad Street Group Code: 350 Company Type: LifeHealth &
Annuity
Richmond, VA 23230 Group Name: State ID Number:
(804) 281-6600 ext. [Phone] FEIN Number: 54-0283385

Filing Fees

Fee Required? No
Retaliatory? No
Fee Explanation:
Per Company: No

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	08/13/2008	08/13/2008

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TOI:	MS05I Individual Medicare Supplement - Standard Plans	Sub-TOI:	MS05I.001 Plan A
Product Name:	Medicare Supplement		
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Disposition

Disposition Date: 08/13/2008

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Form	Advertising	Filed	Yes
Form	Advertising	Filed	Yes
Form	Advertising	Filed	Yes

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Standard Plans

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Form Schedule

Lead Form Number: 46397

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	46397	Advertising	Advertising	Initial			46397 GLAIC.pdf
Filed	46398	Advertising	Advertising	Initial			46398 GLAIC.pdf
Filed	46399	Advertising	Advertising	Initial			46399 GLAIC.pdf

On Approved Letterhead

[Date]

[Customer Name]

[Address]

[City, State Zip]

Dear [Customer Name]:

We at Genworth Life & Annuity Insurance Company would like to be among the first to wish you a Happy 65th Birthday!

Many benefits come with reaching this milestone: more free time to do the things you want, such as spending time with family, traveling, and enjoying the company of friends. Your good health and well-being are sure to become even more important, as will your eligibility for Medicare.

It is important to know that Medicare may not pay the total cost for many services or supplies. An option to consider is a Medicare Supplement insurance plan.

You have the opportunity to act now, during your Medicare open enrollment period, to take the steps to help protect your financial well-being. I will be calling you in the next few weeks to help you explore your Medicare Supplement insurance options.

Happy Birthday!

[Agent Name]

[Approved Agent Title]

Not connected with or endorsed by any government agency or the Federal Medicare Program

Complete details of the benefits, costs, limitations and exclusions will be provided by an agent.

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Med Supp Phone Script to Current Clients in Open Enrollment Period

Hello Mr./Mrs. _____, this is _____, your Long Term Care Insurance agent with Genworth Life Insurance Company. How have you been?

Optional: It has been some time from when we met and you decided to buy long term care insurance. You've had your Long Term Care Insurance plan since _____. Time sure flies by, doesn't it? How is Mr./Mrs. _____?

I'd like to update you on your coverage and answer any questions you might have. [If appropriate, explain current coverage: daily benefit amount, whether it has grown with inflation option, etc.]

Are there any questions you might have regarding your coverage? Great.

Mr./Mrs. _____, many of my clients have asked me what else the Genworth Financial family of companies can do for me. I'm pleased to say that the answer is more.

I'm happy to let you know that I can now make Medicare supplemental policies underwritten by Genworth Life & Annuity Insurance Company available to you. **I noticed that you are in your Open Enrollment Period. This is the best time to shop for Medicare Supplement insurance. You have the opportunity to act now to take the steps to help protect your financial well being.**

Have you started looking into this insurance? – OR – Are you familiar with this type of insurance? I find that many people I work with have questions as to what the correct coverage is for them.

I'd like to stop by and meet with you to go over Medicare's benefits and whether this is something that is appropriate for you.

If client already has a MedSupp policy:

That's great. What we can do is review your policy and plan to make sure it is the right one for you, or to make sure you are getting a competitive price. Are mornings or afternoons better?

Are mornings or afternoons better for you to review Medicare supplemental policies with me? At the same time we can review your Long Term Care Insurance policy in more detail.

[On Approved letterhead]

[Date]

[Customer Name]

[Address]

[City, State Zip]

Dear [Customer Name]:

For many years, I have represented Genworth Life Insurance Company as a Long Term Care Insurance representative. During that time, many of my clients have asked what else can the Genworth family of companies* do for me? I am pleased to say the answer is *more*.

I'm happy to let you know that I can now make Medicare supplement insurance underwritten by Genworth Life & Annuity Insurance Company available to you.

I will be calling you in the next week or so to schedule some time to arrange a complimentary overview of Medicare's benefits. Of course, if you prefer, you can reach me sooner at [agent phone].

I look forward to speaking with you.

Sincerely,

[Agent Name]

[Agent Title]

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